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Amendments to the Claims:

The following listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Previously Presented) A method for printing an image on a print medium, comprising:

positioning the print medium at a print zone;

determining actual medium size and medium placement characteristics, said actual medium size characteristics including an actual medium length along a media feed path;

using the size and placement characteristics, shifting an image to be printed relative to nominal size and medium placement characteristics; and
printing the shifted image on the medium.

2. (Original) The method of Claim 1 wherein the image extends from lateral edge to lateral edge of the medium.

3. (Previously Presented) The method of Claim 1 wherein said actual medium size and placement characteristics include an absolute location of a point on a leading edge of the medium.

4. (Previously Presented) The method of Claim 1 wherein said actual medium size and placement characteristics include a skew characteristic of a leading edge of the medium.

5. (Cancelled)

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6. (Previously Presented) The method of Claim 1 wherein said actual medium size and placement characteristics include a medium width characteristic.

7. (Original) The method of Claim 1 wherein said shifting said image includes digitally shifting the image in a direction aligned with or transverse to a medium advance axis.

8. (Original) The method of Claim 1 wherein said shifting said image includes digitally rotating the image.

9. (Currently Amended) The method of Claim 1 wherein said shifting said image includes shifting the position of the print medium along said media feed path.

10. (Original) The method of Claim 1 wherein an area of the image is smaller than an area of the medium, so that margins are provided on the medium after said printing.

11. (Previously Presented) A method for duplex printing an image on a print medium, comprising:

positioning a front side of the print medium at a print zone;

determining actual size and placement characteristics of the medium, said actual medium size characteristics including an actual medium length along a media feed path;

printing a front side image on said front side;

passing the print medium through a duplexing path to flip the print medium and present the back side of the print medium at the print zone for printing a back side image;

measuring leading edge and absolute location characteristics of the flipped print medium;

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calculate shift parameters to shift the back side image to align with the front side image placement;
print a shifted back side image.

12. (Original) The method of Claim 11 wherein the front and back side images extend from lateral edge to lateral edge of the medium.

13. (Previously Presented) The method of Claim 11 wherein said actual medium size and placement characteristics include an absolute location of a point on a leading edge of the medium.

14. (Previously Presented) The method of Claim 11 wherein said actual medium size and placement characteristics include a skew characteristic of a leading edge of the medium.

15. (Cancelled)

16. (Previously Presented) The method of Claim 11 wherein said actual medium size and placement characteristics include a medium width characteristic.

17. (Original) The method of Claim 11 wherein said shifting said back side image includes digitally shifting the image in a direction aligned with or transverse to a medium advance axis.

18. (Original) The method of Claim 11 wherein said shifting said back side image includes digitally rotating the image.

19. (Previously Presented) The method of Claim 11 wherein said shifting said back side image includes shifting the position of the print medium along said media feed path.

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20. (Original) The method of Claim 11 wherein an area of the front side image is smaller than an area of the medium, and an area of the back side image is smaller than said area, so that margins are provided on the medium after said printing of said front side image and said back side image.

21. (Previously Presented) The method of Claim 11, wherein said determining actual size and placement characteristics of the medium is performed without printing on said print medium.